

Tiktok Social Media-Based Marketing Strategy to Increase MSMEs Product Sales Among Students in the Industrial Revolution Era 4.0

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Abstract

The background of the research that has been carried out is to find out whether the social media-based marketing strategy of Tiktok is able to increase product sales. This research is a research that uses a descriptive research model with a qualitative and quantitative approach. What was examined in this study was a marketing strategy to increase sales of MSMEs products in the form of a bouquet of wire bristles. This study aims to determine the effectiveness of using social media tiktok as a marketing medium to increase sales. The data collection instruments used in this study were direct observations (interviews) and questionnaires. Data collection and data analysis in the form of observations are carried out by providing two stages to find out whether the sales strategy of using social media is effective in increasing sales results or not. The results of the analysis of several respondents stated that offline store sales alone were not effective in product marketing. Thus knowledge is needed about the description of marketing strategies by utilizing social media, one of which is TikTok to increase product sales. This is because there are so many tiktok users, both from teenagers to adults. In addition, product marketing has a wider target market.

Keywords: Social Media, MSME, Marketing Strategy, Increased Sales, Bouquet

A. Introduction

The era of globalization is an era that demands technological advances and speed of transactions [1]. The era of globalization has also penetrated and provided benefits in the business sector. Currently entrepreneurs must be able to utilize technology for the continuity of their business so that they are not outdated and can compete with other entrepreneurs.

The bouquet business is one of the Micro, Small and Medium Enterprises (MSMEs) that really needs a high level of creativity and innovation in carrying out this bouquet business [2]. Sales of this bouquet have started since February 2023. This bouquet with the characteristic feather wire bouquet also has a variety of design variants. The Dims Flower brand produces various kinds of flower bouquet products, ranging from flower bouquets made of wire bristles, snack bouquets of various variants, money bouquets, and custom bouquets, according to customer requests regarding the variant of the bouquet. Because the hallmark of this bouquet business is feather wire bouquets, each bouquet product always uses feather wire even though the contents of the bouquet are not feather wire flowers.

Sales of this flower bouquet certainly face very tough competition with other flower bouquet shops. Even though dims flower has its own characteristics in its products, other businesses are also quite tough competitors. Thus, in selling this bouquet, the right marketing strategy is needed, so that the bouquet business continues to run well amidst quite fierce competition.

Marketing strategy is a way to compete continuously for entrepreneurs who produce goods or services. Marketing strategy can be seen as one of the bases used in preparing a plan in entrepreneurship or the company as a whole. In marketing, it is necessary to pay attention to the right strategy by MSMEs in accordance with the products produced with market conditions. Especially in the process of determining

and establishing a marketing strategy that must be really mature, so that the chosen marketing strategy is able to dominate the market [3].

According to Chandra (2002:93) in [3] states that the marketing strategy is a plan that explains the company's expectations from the influence of various marketing activities or programs on product demand by the market. By utilizing technological sophistication, marketing can be done more easily with various marketing media (digital marketing).

Based on the results of interviews with MSMEs bouquet businesses in the Unib Rear area, one of them is the bouquet shop. The owner of the bouquet shop stated that bouquet sales soared during the graduation season, of course. Besides that, the number of bouquet sellers is also one of the challenges in selling bouquets. With a marketing strategy that only sells offline stores, it is not optimal.

Not only bouquet sellers, there are other MSMEs businesses, namely the Azzura Store which sells headscarves, the owner also stated the same thing. However, with the help of online sales by utilizing social media it is also very helpful. Another business that we surveyed is the MSMEs business selling thrift clothes (Jothrifting). Apart from reading about market opportunities in the Unib Rear area, it turns out that the owner also has a pretty good marketing strategy. With his knowledge of digital marketing, the owner of Jothrifting sells not only at offline stores, but also through social media such as Instagram, tiktok or live tiktok as well, and shoppe. In this case sales have increased more than usual, which only rely on offline stores.

From the results of these observations, it can be seen that the sellers or those who own the MSMEs business are less knowledgeable in using marketing strategies to increase sales. Thus, in this modern era, when running an MSME business, you must pay attention to appropriate marketing strategies to increase product sales. In accordance with the times, the sophistication of technology must now be utilized for positive things such as for product marketing media, and others.

From the problems in the MSMEs business that often occur, such as the lack of a marketing strategy in marketing products. This problem can be overcome or minimized by changing the marketing strategy from before. One marketing strategy is to use social media to carry out sales promotions.

According to Indrasari et al (2019) in [4] Social media as a promotional tool for marketing by MSMEs is one strategy that is now widely used.

The role of social media is increasingly recognized in boosting a business. Social media allows businesses or small businesses to be able to change how their marketing strategy is in order to market products and services and interact with customers with the aim of building good relationships, and being able to increase sales [5].

According to Statista (2021) in [6] stated that of the many existing social media, one of the media that needs to be considered is TikTok media. One of the reasons is because Indonesia is ranked the second most TikTok user in the world with a total of more than 22.2 million active users. The amount of content contained in each upload is a way to measure the effectiveness of marketing with TikTok.

The Tik Tok application is a social media application that is currently on the rise, users from This application is almost all users of the Instagram application too. Tik Tok is an application for creating (editing) and publishing a video. This TikTok application is a very popular social media application because TikTok has very diverse effects, such as being able to enter music or songs, add filters, edit videos so that it makes its users more creative [7].

The existence of promotion and marketing through digital marketing such as social media TikTok is the basis of a marketing strategy that can increase the number of sales and make it easier for consumers to find information that can attract consumers so that the target market is wider [8].

According to research conducted, the number of active users of social media TikTok has increased by 21.4% from the previous year. The countries with the most installs of the TikTok application during this period were the United States and Indonesia. TikTok users in Indonesia with a female gender are more dominant. It was recorded that the number reached 50.8%, while male users were 49.2%. The most significant number of TikTok users are teenagers [9].

Research conducted by Michael (2019) in [10] shows that one of the main reasons teenagers use Tiktok as a trend is to meet their needs for social interaction as well as a means to express themselves and opinions through content in the form of videos. Thus, the general public of TikTok users will also be interested in existing sales.

According to Putra (2018) the application of TikTok is an application that provides unique and interesting special effects that can be used to increase sales. In the research that has been done about promotion strategies by utilizing TikTok social media in increasing sales, this turns out to be good because it can increase sales and target a wider market [11].

Based on the results of observations of marketing strategies by MSME businesses that have been carried out and existing literature, it can be seen that marketing with social media such as TikTok can help increase sales. This is because there are lots of general Tiktok users who are interested in shopping for necessities with attractive sales promotion content.

Therefore, research is now being conducted to prove whether using a marketing strategy using social media Tiktok can increase sales of a bouquet of dums flowers.

B. Research methodology

The model used in the model used in this study is descriptive with a qualitative and quantitative approach. What was examined in this study was a marketing strategy to increase sales of MSMEs products in the form of a bouquet of wire bristles.

Descriptive research is research related to data collection in the form of a description or description of a symptom with the aim of providing answers to these symptoms [12]. Qualitative research is research whose purpose is to explain an issue in narrative form [13]. Quantitative research is research that explains an issue or phenomenon to find answers to certain phenomena presented in the form of numbers [14].

Based on descriptive and quantitative definitions, it can be concluded that qualitative descriptive research is research that aims to see, examine, describe and describe research results in the form of numbers. Meanwhile, qualitative descriptive research is a research technique that aims to describe and interpret data in narrative form.

The independent variable in this research is a Tik-Tok-based marketing strategy and the dependent variable is the increase in MSMEs sales results in the form of feather wire bouquets. In the quantitative descriptive research method, data collection is given in the form of observation and questionnaires. Data collection in the form of observation was carried out by giving two treatments to see whether the sales strategy using social media was effective in increasing sales results. The first treatment was selling without using social media TikTok which was carried out during the first 2 weeks in March regarding satisfaction to 20 respondents. The second treatment is sales using social media TikTok which is carried out from the third week to the fourth week in March.

Data collection using a questionnaire, intended to see the satisfaction of respondents to the product. This questionnaire was given to 10 respondents. The results of the questionnaire are processed in the form of a Likert scale with 1-5 points.

Table 1. Rating Likert Scale

Alternative Answers	Score
Very good	5
Good	4
Enough	3
Bad	2
Very bad	1

Then, the percentage is calculated by means of the number of responses that choose one alternative answer divided by the number of respondents and then multiplied by 100. Mathematically it is written as follows:

$$\frac{\text{Number of Respondents in One Answer}}{\text{Number of Respondents}} \times 100 \quad (1)$$

Table 2. Value criteria

Percentage	Interpretation
0-20%	Very bad
21-40%	Bad
41-60%	Enough

Percentage	Interpretation
61-80%	Good
81-100%	Very good

[15]

In the qualitative descriptive method, the research subjects were 15 entrepreneurs. Data collection techniques in the form of interviews and observations about sales strategy. The purpose of this interview is to see whether social media TikTok is widely used by the entrepreneurs interviewed, and whether the results are effectively used for sales strategies.

C. Results and Discussion

The purpose of this research is to find out the marketing strategy to increase sales of MSME products sold by students. UMKM products that are sold are in the form of a bouquet of feather wire. The sales strategy used in this research is based on social media in the form of TikTok. Regarding the purpose of the study to see whether the strategy was successful or not, the researcher tried to make 2 treatments. The first treatment is selling without using Tiktok social media which is carried out from the first week to the second week in March. The second treatment is sales using the social media Tiktok which is carried out from the third to the fourth week of the bank in March. Based on the implementation that has been done, the sales results are as follows:

Table 3. Comparison of Sales results

Weeks 1 and 2		Weeks 3 and 4	
Before Using TikTok		After Using TikTok	
Sales Amount	Profit (Rp)	Sales Amount	Profit (IDR)
1	15,000	7	105,000
3	45,000	8	120,000
Amount	60,000	Amount	225,000

Based on the table above, the sales profit without using TikTok is Rp. 60,000 with a total sale of 4 bouquets, and those who use TikTok earn a profit of Rp. 225,000 with a total of 15 bouquets sold. Therefore, it can be concluded that the sales strategy of using social media TikTok is effective in increasing sales.

In the research using the instrument in the form of a questionnaire given to 10 respondents can be described in the form of the following Likert scale.

Table 4. Questionnaire results

Alternative Answers	Amount	Mark	Percentage
Very bad	0	-	0%
Bad	0	-	0%
Enough	1	3	10%
Good	5	4	50%
Very good	4	5	40%
Total	10 People		100%

Based on the results of the questionnaire data processing above, none of the 10 respondents gave very bad and bad scores. There was 1 respondent who gave a sufficient value with a percentage of 10%. There were 5 respondents who gave good marks with a percentage of 50% and 4 respondents gave very good marks with a percentage of 40%. Through these results it can be concluded that the products sold have good value.

In the interviews, the researchers asked the informants several questions related to social media-based marketing strategies, the interviews were conducted in a structured and open manner. This interview was conducted with 3 informants who sell the same product. The results of the interviews that have been conducted by the researcher to the informants, and analyzed the answers from the informants so that they get results, the first informant asked the first informant, namely the owner of my bouquet whether to carry out promotions to increase sales, the first informant as the owner of my bouquet business, he said that he was promoting through social media, namely Instagram. According to him, in this modern era, social media is very helpful for entrepreneurs to promote their business.

The second informant, the researcher asked the same questions and the responses from the second informant were the same as the first informant. The second informant was the owner of the jotrifting shop. He promoted through social media. He argued that using social media as a promotional medium was very effective in marketing his products due to the use social media that has entered all circles so as to increase sales.

The third informant, namely the owner of the Makeup Shop, also did the same thing to promote their product by using social media. He believes that promotion is important and in today's modern era social media is one of the things that is very much needed because their target market is teenagers to adults of productive age who use their products and make social media a second world. So that product marketing becomes more easy to do on social media rather than direct promotion, "I feel doing promotions through social media is more effective, my sales are increasing and stable".

In addition, based on research conducted by[9], the results of the research respondent's questionnaire which stated also led to the use of social media Tiktok were able to support increased sales. The results of the research that has been carried out state that the respondents are satisfied with the sales turnover through social media TikTok. As many as 60% of respondents stated that TikTok made a significant increase in business turnover. From the sales system, 40% of respondents stated that TikTok can convey information well, the concept - short-video sharing provides comfort for potential consumers because videos made for promotions mostly contain elements of jokes that attract consumers, not too long in duration, because it is more effective to get the information needed, this is evidenced by 56, 67% of respondents stated that creating promotional content on TikTok was simple and easy to understand. Furthermore, 46.67% of respondents stated that the business community on TikTok was very helpful and increased sales, and 50% of respondents stated that TikTok maintained user privacy more, thereby providing convenience and security in doing business.

Based on the results of the survey directly and also the results of previous research, it can be concluded that MSME actors use marketing strategies in marketing their products and increasing sales. The marketing strategy used is to carry out promotions on social media such as Tiktok.

D. Conclusion

Based on the research that has been done by comparing the results of selling flower wire bouquets with the tiktok marketing media and direct marketing media, as well as direct observation of MSME businesses such as other flower bouquets regarding marketing strategies with product sales results, it can be concluded that the product marketing strategy is very successful. effect on sales results. This can be seen after conducting research, sales results have increased with appropriate strategies, one of which is using a marketing strategy by utilizing social media tiktok to increase sales.

This is also evidenced by the existence of some literature and the results of observations of several business owners who only use direct marketing strategies such as offline stores and sellers who use digital marketing by using social media marketing strategies both in promotion, product availability, and purchases. Thus, in running the UMKM business, it is necessary to use a marketing strategy that utilizes technological sophistication, one of which is to use social media as a forum in the world of marketing.

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